

ABSTRACT

Disclosed is a system and method for providing location information using a keyword name on the Internet. When a keyword name from a user terminal is transmitted through a mobile communication network system, the user's location information is requested to the mobile communication network system, and an Internet address is searched based on the location information and keyword name. Contents provided from a contents providing server having the Internet address are transmitted to the user terminal, and when the format of the contents is not available to the user terminal, the contents are converted into the format available to the user terminal, and provided to the user terminal. Hence, the user may automatically detect the user's location, access a web page matched with the user's present location without assigning a specific location, and receive the contents without modifying the network configuration under the wireless Internet environment supporting different languages.